

WGTE Public Broadcasting supports supplemental audio service (SAC) on HD Radio. WGTE is eager to convert to digital broadcasting in order to better meet the diverse needs of our listening audience and to enable us to reach new audiences with new programming. Too, our listeners want to benefit from the increased fidelity offered by HD radio.

Our listening community is consistent clear in communicating that content is of high importance to them. We cannot currently meet the diverse needs of our listening audience with our single FM frequency. Locally, frequencies are not available for purchase, and when they are available, their cost is prohibitively expensive. Thus, our ability to offer new and different program streams to meet the needs of different audiences is impaired in this analog world.

Digital broadcasting with its ability to permit a multiplexed signal will allow us the only cost effective means to meet the needs of our community.

WGTE, based on listener feedback and, more importantly, feedback from those who currently do not listen to us, is committed to expanding its program offerings with a multiplexed signal. One channel will be dedicated to enhanced cultural programming that will enable us to continue to serve not only our core audience but also to attract new listeners with new programming.

The other channel is expected to offer increased new, talk, information and entertainment programming not currently available, but nevertheless desired by our general audience.

We have before us a wonderful opportunity to enhance our service to the community and to better meet their needs. Failure to make multiplexed transmission available in a digital broadcasting world will be a disservice to the American public.